

## PRESS RELEASE

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# Launch of the “Dare to Export” plan Business France, the keystone of public support for SMEs/mid-size companies’ export activities

Olivier Becht, Minister Delegate to the Minister for Europe and Foreign Affairs, with responsibility for Foreign Trade, Economic Attractiveness and French Nationals Abroad, unveiled today, this Thursday, August 31, 2023, the French government’s “Dare to Export” plan. Business France, which is a government agency, benefits from increased resources to implement targeted measures to boost the international development of businesses, particularly SMEs and mid-size companies. This support will be provided within the framework of Team France Export, bringing together the Chambers of Commerce and Industry (CCI) and Bpifrance as a continuum on the ground in France, from support to financing. They will be linked to regional export support systems.

Exports are a major economic issue: six million jobs depend on them, equivalent to 22% of the French working population. Strengthening the presence of our businesses on the international stage contributes to the dynamism and resilience of the French economy.

Laurent Saint-Martin, Chief Executive Officer at Business France, said: “With the ‘Dare to Export’ plan, we’re expanding the range of tools that Business France makes available to exporting SMEs and mid-size companies. In addition, the ‘France 2030’ plan is enriched with a resolutely international component to project the gems of tomorrow onto the international scene. Our aim is twofold: to effectively support businesses that have already made exports a key part of their strategy, as well as to encourage those who have not yet taken the plunge to join them.”

**Eight new concrete measures in response to the needs and expectations expressed by businesses are being implemented, with a view to achieving the aim of 200,000 exporters by 2030.**

### 1. Developing “France 2030” internationally

The “France 2030” plan provides for a massive investment of €54 billion to transform the French economy, focused on innovation and decarbonization. **Business France is working with the General Secretariat for Investment (SGPI) to add a resolutely international dimension to the plan.** This partnership also aims to align France’s foreign trade strategy with sectoral re-industrialization priorities and the “France 2030” objectives, thereby integrating trade, economic attractiveness and exports into the country’s future economic vision.

Business France will build with the General Secretariat for Investment an **international offer for the “France 2030” winners**.

- 1,000 SMEs/mid-size companies will be supported over a 30-month action plan, with high-level support and financial assistance of up to 50% of the amount of their export development budget.

## **2. “MPs for Exports” program**

MPs are a force for bringing together businesses in their constituency around the local and national export ecosystem. MPs can relay the national export aims to businesses in their constituency and represent them during meetings with Team France Export, in the regions and in Paris.

- At the end of the first year, the aim is for most of the MPs to be aware of the importance of exports and to have retained around thirty active members from the program.

## **3. Increase in the public subsidy for participation in the France pavilions at trade fairs**

The export plan aims to enable VSEs, SMEs and mid-size companies, including many first-time exporters, to join the **“France pavilions”** that Business France organizes annually (120 France pavilions per year). This historic commercial media, with a significant commercial impact rate, is experiencing a sharp increase in costs (logistics, development).

- An “inflation shield”, with support of up to 30% is put in place to offset a large part of the increase in costs for French businesses participating in trade shows that have been selected as part of the France program.

## **4. Promotion of French SMEs and mid-size companies on Business France e-windows and global e-commerce platforms**

The export plan provides for a program to fast-track digital prospecting through showcases of purely “France brand” expertise, as well as “France corners” on leading international BtoB platforms. While 20% of professional international exchanges are already carried out digitally, Team France Export will deploy a more aggressive digital offer so that our SMEs/mid-size companies have access to effective prospecting, which will prove more economical in terms of expenses and the carbon footprint.

- 7,000 international buyers mobilized on e-windows and global e-commerce platforms to support 4,500 different French SMEs.

## **5. Invitation to foreign buyers**

The export plan includes a program to bring selected foreign buyers to France. With this new program, Team France is significantly broadening its playing field: it is no longer content with launching businesses onto international markets, **it is directly attracting foreign contractors to France to generate new business flows for the benefit of French businesses**. During international trade fairs in France, or opportunistically, through Team France Export, thanks to its field knowledge of buyers and their purchasing strategy, will present them with SMEs/mid-size companies capable of offering products and services adapted to their needs.

- 700 international buyers mobilized at 35 export events across France to organize BtoB meetings for the benefit of 1,500 French SMEs.

## **6. Strengthen intensive collective support programs (boosters)**

The plan includes an acceleration program to quickly generate substantial export business flows and to participate in the development of new international French champions (particularly industrial champions). Team France Export will open “Boosters +” to selected and motivated businesses in geographical areas with potential, in priority sectors linked to “France 2030” and a mix of both. These high-intensity support systems will include a market approach strategy phase, a commercial development phase in the country and a support phase for on-site operations by involving, for this last phase, private service providers on an ad hoc basis.

- 200 of the most promising businesses to become champions of tomorrow will be selected.

The boosters are offered according to two entries: sectoral for target countries with mature economies (Western Europe, North America, North-East Asia) or geographical for large export regions (Middle East, Latin America, Indo-Pacific and for Africa in an accelerator format, with a support program co-created with Bpifrance).

## **7. Recruit more young people from priority neighborhoods or short training courses onto the VIE International Internship Program**

The plan promotes more diverse profiles for the VIE International Internship Program. It is a way to remove visible and invisible socio-economic barriers, by giving everyone the opportunity to go international.

- A financial allowance lasting two months, at the French rate, for VIE recruitment for candidates from priority neighborhoods and young people who have completed a short training course.

## **8. Create a Regional Internship Program for Exports (VTE)**

The plan includes the establishment of a hiring assistance system, which will support businesses looking to start developing internationally, from France, by hiring students or young graduates for export-led assignments.

- This support can increase to €12,000, capped at 50% of expenses linked to the mission.

## **About Business France**

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France’s companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Business France has 1,500 personnel, both in France and in 55 countries around the world, who work with a network of partners.

Since January 2019, as part of the reform of the state support system for exports, Business France has given private-sector partners responsibility for supporting French SMES and mid-size companies in the following markets: Belgium, Hungary, Morocco, Norway, the Philippines and Singapore.

For more information, visit: [www.businessfrance.fr](http://www.businessfrance.fr) @businessfrance

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**Click on the press kit below to read about all the measures presented in the government's  
"Dare to Export" plan (in French).**

["Dare to Export" plan press kit](#)